

If motivation were cash and fame, could you be the next Oprah?

What happens to our motivation, and how can we crank it up?

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Stop before you read on... do you have the motivation to finish this article? "Of course I do" you say. Then the next question... do you have enough motivation to take yourself to success? Did you have to hesitate or did I hear a resounding "YES!"?

Motivation is one of the main keys to success.

Lack of motivation has killed more dreams, challenged more desires, and finished off hope in more people than any other factor. It is a slow agonizing death of the success that you could have had.

You can change all of that. You can make your business soar. You can make your life come alive with all the desires of your heart brought to fruition. You can be, have and do whatever fills you with peace and joy. How you ask? Simple – with motivation!

There are a lot of parts to running your own small business or network marketing venture. To be successful you have to have a good idea and/or a good product. You have to know who your target market is; who will buy your product or service. You have to have a degree, certification, good training and/or defined knowledge in place. And of course you have to have good marketing strategies to get people to know who you are, what you do, and what you provide. In most small businesses, MLM's, and such all of the items above are in place. The missing ingredient is the

motivation to go out and do what is necessary to make your business successful.

Oh I wish I had a magic wand and I could touch everyone and spring them into action. It is such a joy to see people in action making things happen and creating the life they deserve. So why, when all other parts are there, do people lack the motivation they need?

Fear is the number one killer of motivation.

"What if I fail? People will see me as a loser." "What if I succeed and I lose touch with my family and friends?" "What if I have to make cold calls? I hate that so I will never be able to succeed." "What if I quit my job and then don't make it in the business?" What if, what if, what if. STOP! Take a pen and strike through all of that. (print it if you have to just so you can scratch it out) Get rid of all those damaging thoughts! *If you have a product or service that you believe in, then none of these things will happen.* You just have to have the motivation in position.

Another thing a lot of people use is the excuse that they are too busy. Everybody is busy, so we have to get past that one. It is most the time not a case of too much to do; it is a case of needing to get organized.

If you put structure around all your activities; work, kids, school, business, etc. then you can see where you can fit things into the right spot.

That is a skill set like selling, marketing, training, or anything else. You need to get very good at using that skill or get help with learning how to do it well.

Just as bad as the above two items is keeping busy for activities sake. That is really a disguise for the lack of motivation too. If you are always busy updating lists, reading emails, redoing your website and more, then

you need to rethink your busy-ness. So often it is the lack of motivation still rearing its' ugly head keeping you from doing the real thing that will actually grow your business.

So what is it going to take to become motivated?

First you have to believe in yourself.

You have to know within the deepest realm in your heart that you can do it. You have to have something you really believe in so much that even if you couldn't make money with it, you would do it anyway. The reason is your belief that it is so good, so important for others that you have to do it.

You have to rev up your desire for something more, something better than what you have now. I remember someone telling me it is easy for someone who was really poor or came from a really bad situation to find desire. They have to want more. But when your life is not bad, not too hard, it is not easy to find the desire. Interesting theory but it just means that you haven't found the right thing to fuel that desire. You have to find that passion that comes from knowing you are living on purpose.

Another ingredient that can set free the white doves of your dreams is getting focused on your success.

Know exactly what you want your outcome to be.

Get an accountability partner that is going to encourage you, guide you, and yes motivate you to do all of the steps you need to do to bring about your success. This person needs to be able to understand the steps that you know you need to take. They need to be able to keep you accountable once your goals are prepared. They need to be able to help you refocus and stay the course for your plan.

***Motivation; sounds soft, easy,
doable. It is powerful, dynamic
and creative.***

If you have it you will know pleasure, abundance, and success! Isn't it time to get it now?



Laura Johnson is a promotional marketing and life/success coach. She is co-author of the ebook "Marketing for the Totally Terrified". She has been heard on WBAP in Dallas on the eWomen network show and on the University of Masters for her networking and coaching skills. If you would like to get a free copy of the ebook or learn more about Laura Johnson, go to www.successcreation4u.com. She has been motivating people since 1984!
